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# Ivanna Cone Rebrand

— Created by UNL Ad Club —

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# Research

- Interviewing students
- Online survey
- Reviewing other ice cream shop tactics

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# The New Logo



# Tagline Copy

#IWANNATIVANNA

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# Website



The image is a screenshot of the Ivanna Cone website. The header features a yellow background with a white grid pattern. On the left is a logo with a pink ice cream cone and the text 'IVANNA CONE' and 'EST. 1997'. The main title 'IVANNA CONE' is in large, white, serif capital letters. A pink ribbon banner across the middle contains the links 'ABOUT', 'ICE CREAM', and 'CONTACT'. Below the banner are social media icons for Facebook, Instagram, and Twitter. The main content area has a teal background and shows a photograph of three people (two women and one man) sitting on stone steps, eating ice cream cones. The Ivanna Cone logo is overlaid on the left side of the photo. The overall design is clean and modern.

# Print Ads

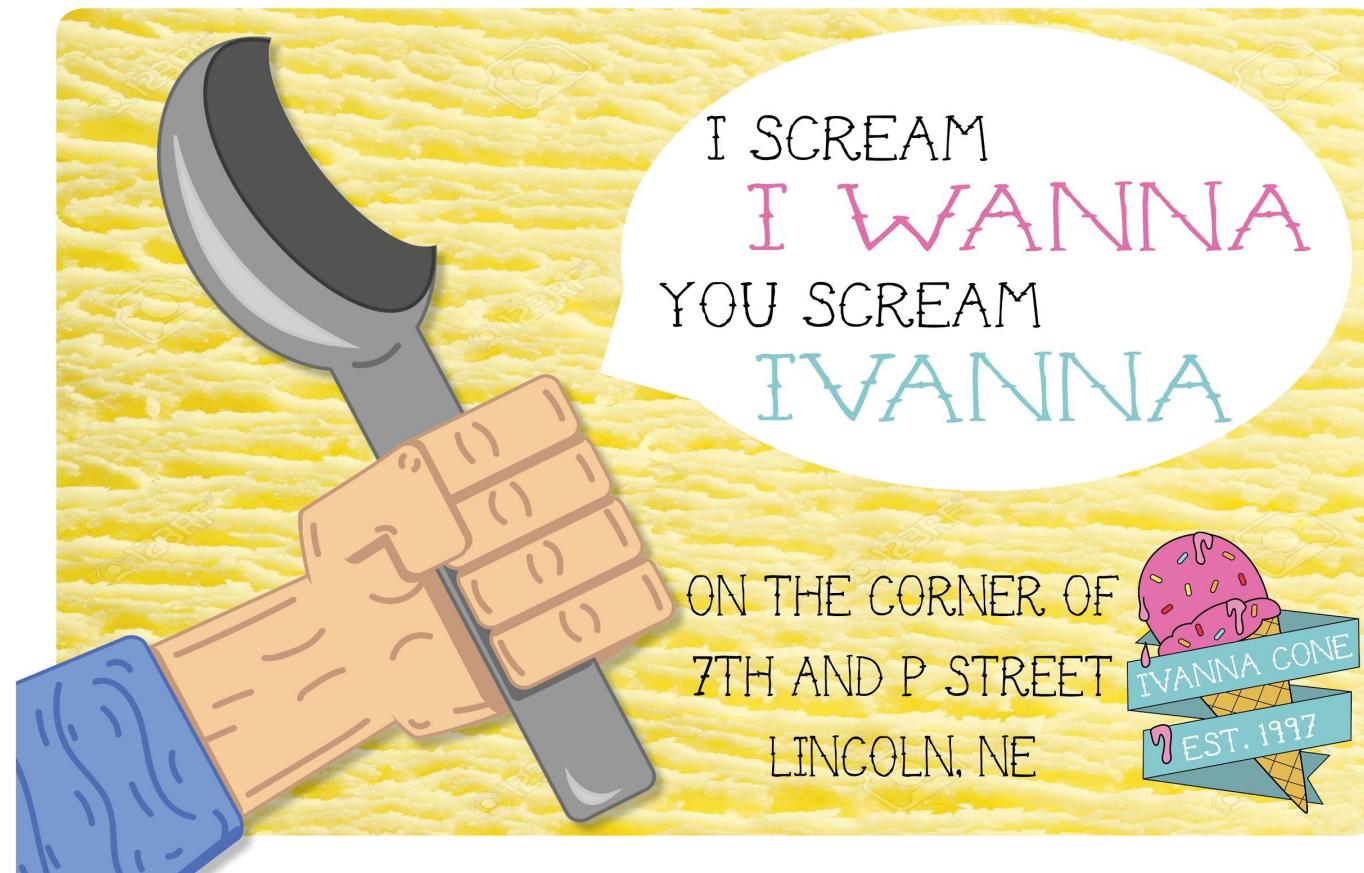
## Flyers



## Newspaper Print Ad



# OOH Ads



Billboard

# Apparel



# Instagram



ivanna.cone Sneak peak of the new flavors this week! 🍦

- Green Tea treasures •Salted Carmel Cornhusker •
- Purple people ice cream eater •Parent Trap

5 MINUTES AGO

ivanna.cone #iwannaivanna picture of the week!  
Thanks for the tag and come in again for half off your  
next scoop! 🍦📸: @trevorwood\_

16 MINUTES AGO

ivanna.cone Mom says no ice cream for breakfast.  
We say, "why not?" 😊

18 MINUTES AGO

# Press Release - Jazz in June

**FOR IMMEDIATE RELEASE**

**June. 1, 2016**

**FOR MORE INFORMATION:**

**Ivanna Cone**

**Phone: (402) 477-7473**

## **Ivanna Cone Helps Jazz in June Celebrate 25 Years**

**LINCOLN, NE** – Ivanna Cone is excited to be a vendor this summer at Jazz in June. Starting at 5 pm every Tuesday night, an Ivanna Cone ice cream truck will be located in front of the Lied Center near the Sheldon lawn.

In addition to serving multiple ice cream flavors, you will have a chance to suggest new flavor ideas for us to begin crafting for future summer months.

“I’m really excited to be able to enjoy my favorite homemade ice cream while listening to jazz in the park,” said John Smith. “I’ve been attending Jazz in June for years and I’m happy to support local business as often as I can.”

Jazz in June will be celebrating 25 years this summer. People are invited to bring their lawn chairs and spend an evening full of jazz relaxing in the park with family and friends. Having Ivanna Cone as a vendor will hopefully draw more families to the event as well as enhance their experience at this local festival.

Ivanna Cone is a family-owned ice cream shop located in the heart of the Haymarket District in Lincoln, NE. With an old yet eclectic style, Ivanna Cone provides delicious homemade ice cream to many college students and families alike.

# Jazz in June - Social media



 **UNL Ad Club**  
9 mins ·

Ivanna Cone will be helping Jazz in June celebrate 25 years this summer! Bring the family out to enjoy some delicious homemade ice cream while relaxing on the Sheldon lawn. Stop by our table to not only pick up your favorite ice cream, but to help us create all new flavors through your suggestions. Don't miss out and come on down, every Tuesday in June!

Like Comment Share

 **UNL Ad Club**  
Just now ·

We're set up and ready to go! All new flavors are ready to be tasted and named tonight at Jazz in June! Good music, good people, and of course - good ice cream!

Like Comment Share



**Ivanna Cone** @UNLAdClub · 4m

Are you going to be at **#JazzinJune** this Tuesday? If so, stop by our booth and try out some of our new Summer flavors!



**Ivanna Cone** @UNLAdClub · 29s

Are we going to see you tonight at **#JazzinJune**!?

yes DUH

no I have plans

what

**Vote**

0 votes · 23 hours left



 **ivanna.cone**  
University of Nebraska-Lincoln



**ivanna.cone** We're so excited to announce that we will be vending at this years **#JazzinJune**! Come try the new flavors every Tuesday and help us give them a name.

6 MINUTES AGO

# Thank you

